

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name: Atlantic Motor Company (127-6163)

other names/site number: Richmond Valeteria, Gathright's, Inc., and Lauritzen Motors, Inc.

2. Location

street & number 1840 West Broad Street

city or town City of Richmond

state Virginia code VA county _____ code 760 Zip 23220

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination _____ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets _____ does not meet the National Register Criteria. I recommend that this property be considered significant _____ nationally _____ statewide X locally. (_____ See continuation sheet for additional comments.)

Signature of certifying official _____ Date

Virginia Department of Historic Resources

State or Federal agency and bureau

In my opinion, the property X meets _____ does not meet the National Register criteria. (_____ See continuation sheet for additional comments.)

Signature of commenting or other official _____ Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

_____ entered in the National Register

_____ See continuation sheet.

_____ determined eligible for the

National Register

_____ See continuation sheet.

_____ determined not eligible for the National Register

_____ removed from the National Register

_____ other (explain): _____

Signature of Keeper _____

Date of Action _____

U. S. Department of the Interior
National Park Service

Atlantic Motor Company
Richmond, Virginia

5. Classification

Ownership of Property (Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property (Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register: **0**Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.): **N/A**

6. Function or Use

Historic Functions (Enter categories from instructions)Cat: Commerce/Trade Sub: specialty store (automobile showroom)**Current Functions** (Enter categories from instructions)Cat: Vacant/not in use (rehabilitation in progress)

7. Description

Architectural Classification (Enter categories from instructions)Classical Revival**Materials** (Enter categories from instructions)Foundation: BrickRoof: CompositionWalls: BrickOther: Limestone capitals**Narrative Description** (Describe the historic and current condition of the property on one or more continuation sheets.)

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Atlantic Motor Company
Richmond, Virginia

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or a grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance: Commerce, Architecture

Period of Significance: 1919-1955

Significant Dates: 1919

Significant Person (Complete if Criterion B is marked above): NA

Cultural Affiliation: NA

Architect/Builder: Albert F. Hunt and Bascom J. Rowlett

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested.
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository: Library of Virginia

10. Geographical Data

Atlantic Motor Company
Richmond, Virginia

Acreage of Property: .397 acres

UTM References (Place additional UTM references on a continuation sheet)

Zone: 18 Easting: 282708 Northing: 4159482

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title: Bryan Clark Green, Architectural Historian

Organization: Commonwealth Architects

date: 7 June 2005

street & number: 101 Shockoe Slip, 3rd Floor

telephone: 804.648.5040 x135

city or town: Richmond

state: Va

zip code: 23219

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name: Mr. Bradley Sauer

street & number: Sauer Properties, 2000 West Broad St

telephone: (804) 342-8553

city or town: Richmond

state: Va

zip code: 23220

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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7. Summary Description:

Summary

1840 West Broad Street, built in 1919 as the Atlantic Motor Company, commands a prominent trapezoidal site at the northeast quadrant of the intersection of West Broad Street and Hermitage Road in Richmond. Sited on such a prominent intersection, the brick building has two public elevations: the primary Broad Street (south) elevation includes the main entrance to the showroom and commands a prominent two-story storefront. The Hermitage Road (west) elevation takes up the longest elevation, or the hypotenuse of the triangle, and includes the entrances to the shop and garage areas. There are non-public service entrances and garage bays along the alley (north) elevation. The east wall of the dealership is a party wall between it and 1834 West Broad Street. The Broad Street elevation is two stories in height and wraps around to the Hermitage Road elevation for the depth of the showroom and office bays. The rest of the building, where the garage and service areas are located, is a single story in height. A flat EPDM roof with parapet covers the building.

Detailed Description

The brick five-bay, two-story Broad Street elevation is dominated by three large, glass-filled double height bays, each of which consist of a distinctive 24-light wood-frame window over a large storefront window (originally single large sheets of glass, now replaced and divided vertically into two panes, apparently as a result of repeated breakage). Above the windows runs a frieze of stucco panels beneath a denticulated wooden cornice capped by a tall brick parapet. The two giant pilaster-framed end bays provide access to the building: on the left is the primary entrance door for individuals to enter directly into the showroom, on the right was an automobile entrance to take cars past the showroom and directly back into the repair and storage portions of the garage. This entrance is now a secondary entrance into an office. Both the pedestrian and automobile doors have been replaced, but the design of the original doors is known from surviving architectural drawings.

The space entered from the pedestrian entrance on Broad Street is the primary public space of the dealership: the showroom. It is a light-filled, two-story space (the only two-story space in the resource) dominated by the large floor area and overlooking mezzanine. The showroom floors are covered with glazed terra cotta tiles. The coved plaster ceiling is embellished with large panels defined by outlines of plaster molding. At the rear wall (north side) of the showroom is

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the mezzanine level, accessed by two parallel but divided straight run staircases with turned balusters matching the mezzanine balustrade: one staircase provides access directly between the showroom floor and the mezzanine; the other provides access directly between the mezzanine and the repair department behind the north wall of the showroom. On the mezzanine level were spaces for salesmen (presumably at desks overlooking the showroom floor), and directly behind that space is a large room (presumably for clerks), and to the west, on the Hermitage Road side, is a small suite of private offices (presumably for the president and his assistant).

Behind the showroom area is the repair department, a large trapezoidal space for the repair of automobiles. The design of this space is purely utilitarian: sloped concrete floors, hollow, terra cotta blocks (not covered) are both the structure and finish of the walls, and iron posts support the steel-and-wood open-truss roof. This space was accessible by cars by two means: from Broad Street, via the long access route provided for automobiles, which also accessed the storage department beyond, at the rear (north) of the building. A double wood door (removed, but recorded in architectural drawings) provided another means of access from Hermitage Road. Behind the repair department and at the rear of the building was the largest space, the storage department. Like the repair department, it is a trapezoidal utilitarian space, characterized by sloped concrete floors, hollow, terra cotta blocks (not covered) that are both the structure and finish of the walls, and iron posts support the steel-and-wood open-truss roof. Like the repair department, this space could be accessed via the interior driveway from Broad Street, or through (now missing) double wooden doors from Hermitage Road. Additional utilitarian garage openings were provided along the rear (north) elevation, providing direct access to the alley.

The building has never undergone substantial alteration. In the 1970s a few interior partition walls were installed between the showroom and the repair department. These partitions were of the lowest architectural character, had been badly damaged by water intrusion and have been removed. The building survives in an excellent state of architectural integrity. With the exception of water damage to the showroom and office ceilings, and the removal of the exterior doors, most of the architectural elements of the building survive: interior paneled wood doors, door knobs, bathroom fixtures, original office partitions, floor finishes, pressed tin ceilings, wooden railings and balustrades, wainscoting, and piers. All original volumes survive intact. The few features that have been lost are recorded in the original drawings, a copy of which survives in the City of Richmond building permit archive at the Library of Virginia.

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8. Statement of Significance

Statement of Significance

1840 West Broad Street, the Atlantic Motor Company, is one of the best surviving examples of an early 20th-century automobile dealership in the City of Richmond. Designed in 1919 by the Richmond architect Albert F. Hunt, with Bascomb J. Rowlett, the Atlantic Motor Company is locally significant and individually eligible for listing under Criterion A (Commerce) for its role (and survival) as a significant automobile dealership on Richmond's West Broad Street, at the very beginning of the period in which that area became strongly identified with automobile dealerships and repair facilities. It might be fair to say that 1840 West Broad Street was one of the pioneers in that respect. The resource is also locally significant and individually eligible under Criterion C (Architecture), as the last known work of an accomplished and prolific Richmond architect, Albert F. Hunt.

Rarity / Surviving Similar Resources

The Atlantic Motor Company is the only surviving purpose-built automobile dealership on West Broad Street in Richmond. Furthermore, it is one of only three automobile dealerships, service stations, and garage structures to survive on that portion of Richmond's West Broad Street. The Capitol Garage, designed by John T. Wilson in 1921 and recently rehabilitated for use as apartments, is listed as a contributing resource in the Broad Street Commercial Historic District. A third resource, Moore's Auto Body and Paint Shop, 400 West Broad Street (designed by J. Luther Moore of the firm Lee, Smith, and VanderVoort in 1926), functioned as an automotive service station until 1936. That resource was listed individually on the Virginia Landmarks Register and the National Register of Historic Places in 1993. Both the Atlantic Motor Company and the Capitol Garage were built at a cost of \$45,000.¹

History

The Atlantic Motor Company came into being in 1919 at the instigation of Richmond businessman Luther Howard Jenkins. Jenkins is celebrated in one biographical account as the epitome of New South commercial optimism. Born in Fredericksburg, the History of Virginia (1926), recorded

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¹ Richmond City Building Permit #7139 ("Plans for a Garage at Broad St. & Hermitage Road for Mr. L.H. Jenkins, Richmond, Virginia, North side Broad St. between Lodge St. and Hermitage Road, 1919") Library of Virginia, Archives; and Richmond City Building Permit #7935 ("Garage Building, South side Broad St. between Ryland and Lombardy streets, 1921") Library of Virginia, Archives.

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that Jenkins began his life “at a time when Virginia was in the throes of a terrible war, left fatherless when one year of age, having to make his own way unaided and in the face of great obstacles, and to attain to the position of one of the captains of industry in his state and one of the most successful in his line in the country”² Jenkins’ “line” was book manufacturing, and according to his biography, Jenkins operated “the greatest book manufactory in the South.”³

On the way to his position as one of leading mercantilist, Jenkins followed the path of a New South Horatio Alger. Jenkins’ father died when he was only a year old, and he departed Fredericksburg with his widowed mother, on the eve of the Battle of Fredericksburg, when, it is said, “their property and home were destroyed by Federal troops.”⁴ The family departed for Richmond, where, as a young man, the Richmond book publishers Randolph & English employed Jenkins. After thirteen years with that firm, in 1882, Jenkins formed a partnership E. D. Whitehall as Jenkins & Whitehall, book publishers. In 1897, at the age of 41, Jenkins bought out his partner, and continued the business alone, as L. H. Jenkins, Inc. The firm prospered, and the facility was said to be “equipped with all of the modern and improved appliances in printing and binding, and permits the accomplishment in the one plant of all the processes of book manufacturing in large editions.”⁵

This book manufactory, L. H. Jenkins Inc., was located at 2201 West Broad Street, just four blocks west of the site on which he would establish the Atlantic Motor Company.⁶ The company was a family affair: L. Howard Jenkins (apparently one of Jenkins’ two sons) was the Secretary-Treasurer of the L. H. Jenkins book manufactory.⁷ Not only were Jenkins’ business interests located close together, he lived in a lavish house nearby at 1839 Monument Avenue, designed by 1908 by W. Duncan Lee – Lee’s first building on Monument Avenue, planned while he was still in partnership with M. J. Dimmock. The Jenkins residence, a full-scale Colonial Revival mansion, was immediately south of the site of Atlantic Motor Company.⁸ Jenkins was also said to be “a large real-

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² “Luther Howard Jenkins,” History of Virginia, 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

³ “Luther Howard Jenkins,” History of Virginia, 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

⁴ “Luther Howard Jenkins,” History of Virginia, 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

⁵ “Luther Howard Jenkins,” History of Virginia, 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

⁶ Richmond City Directory, 1922-23, Library of Virginia, Richmond.

⁷ L. Howard Jenkins lived further west in rapidly expanding Westhampton district, at stop 24 on the Westhampton Line.

⁸ Richmond City Directory, 1922-23, Library of Virginia, Richmond.

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estate owner in Richmond,” which was the entrée to his investment in the Atlantic Motor Company.⁹

The automobile showroom at 1840 West Broad Street appears to have been built as a business venture by Luther Jenkins. In fact, on the blueprints submitted to the city for a building permit in November 1919, and in all of the building permit documentation itself, nowhere is the name “Atlantic Motor Company” mentioned. Built by contractor W. L. Ragland at a cost of \$45,000, it was the most expensive building permit issued by the City of Richmond for a garage structure of any type up to that time. The building was designed by Albert F. Huntt (1868-1920), a Richmond native and graduate of the Pennsylvania Military Academy with degrees in architecture and engineering. Huntt specialized in warehouses and factories, and completed projects in Virginia, North Carolina, New York, and Wisconsin. Huntt was in practice with Carl Ruehrmund from 1892-95, after which he established his own practice in Richmond.¹⁰ Among Huntt’s 66 known projects in Virginia are the American Tobacco Company Warehouse, Richmond (ca. 1900); a 1903 addition to Miller & Rhoads, Richmond; the J. T. Nuckols Store Building, Richmond (1905); the Stafford Apartment Building, 2213 Monument Avenue, Richmond (1909); the Mechanics and Merchants’ Bank Building, Hull Street, Richmond (1912); and the Moore & Hardy Studebaker Distribution Building, 310 West Broad Street, Richmond (1916). Designed in 1919, 1840 West Broad Street is the last known building designed by Albert F. Huntt; he died the following year, 1920.¹¹

Construction proceeded soon after approval, and by the publication of the 1920-21 Richmond City Directory, Atlantic Motor Company was in business at 1840 West Broad Street. Jenkins, however, did not operate the firm. L. Jennings Shaw operated the Atlantic Motor Company in its first year. In 1920, the automobile business was burgeoning in Richmond, with some dealerships, like the Atlantic Motor Company, establishing themselves on the western edges of Richmond. In that year, most dealerships were located closer to the city center. Downtown dealerships included Southern States Automotive, 439 West Main Street (which offered the Stephen Salient Six, Oneida 1-5 Ton Motor Truck with the choice of gasoline or electric engines); the Richmond -- American Co., 206

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⁹ “Luther Howard Jenkins,” History of Virginia 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

¹⁰ John E. Wells and Robert E. Dalton, The Virginia Architects, 1835-1955: A Biographical Dictionary (Richmond: New South Architectural Press, 1997): s.v. “Huntt, Albert F.”

¹¹ John E. Wells and Robert E. Dalton, The Virginia Architects, 1835-1955: A Biographical Dictionary (Richmond: New South Architectural Press, 1997): s.v. “Huntt, Albert F.” The last work previously credited to Huntt was the Tower-Binford Electric & Manufacturing Co. Warehouse and Factory, Richmond, which was announced in the Manufacturers Record on 4 September 1919. 1840 Broad Street was not previously credited to Huntt.

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West Broad Street (their offerings included the American Six and the Singer Twelve); United Motors Corp., 318 West Broad Street, (selling the Davis, Comet and the Briscoe); Markel Motor Inc., 322 West Broad Street (which sold the Marmon, Roamer, and the Paige); and the Terminal Motor Co., 9th & Cary (offering the Hupmobile, Liberty, Peebles, Autocar, and GMC Trucks).¹² The move west of Richmond by automobile dealers was witnessed by the Richmond Motor Company, 10th & Broad (dealers of Ford automobiles); Universal Motor Co., 1012-12 West Broad Street (selling Ford cars and Fordson trucks); Stewart Motor Trucks, 1410 West Broad Street; Ford Motor Company, 1501-1507 West Broad Street (dealers of Westcott Motor Cars, Clydesdale Trucks, and the McFarlan Six); and Anderson Automobile, 1837 West Broad Street (sellers of the Hupmobile).¹³

The westernmost of the dealerships listed in the 1920-21 Richmond City Directory was the Atlantic Motor Company, at 1840 West Broad Street.

L. Jennings Shaw operated Atlantic Motor Company in 1922; Henry Soma joined him the following year.¹⁴ By 1924, the firm was operated by L. J. Shaw, president; W. F. Brooks, Vice-President; C. M. Henley, Secretary; Jno. Clapp, Treasurer.¹⁵ The same four men operated the firm the following year, when it appears to have gone out of business: in the City Directories for 1926 and 1927, the site was listed as vacant.¹⁶

The following year, 1928, a new business moved into 1840 West Broad Street: the Richmond Valetaria, cleaners and pressers, a commercial laundry. It was operated by Henry F. Vaughn, President; Fred I. Hobbs, Vice-President; and W. Asbury Harrison, Secretary-Treasurer.¹⁷ The Valetaria's use of 1840 West Broad Street necessitated virtually no changes to the physical fabric of the building, and no physical evidence of its occupation of the building is visible today. The Richmond Valetaria remained in business at 1840 West Broad Street through 1937 or early 1938.¹⁸ In 1938, Gathright's, Inc., moved from 401 East Grace Steet to 1840 West Broad Street.¹⁹ Gathright's was an electric appliance dealership, selling electric refrigerators, ranges, oil burners, electric washers and ironers, and other major electric appliances. Gathright's remained in business at

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¹² Richmond City Directory, 1920-21, Library of Virginia, Richmond.

¹³ Richmond City Directory, 1920-21, Library of Virginia, Richmond.

¹⁴ Richmond City Directory, 1921-22, and 1922-23, Library of Virginia, Richmond.

¹⁵ Richmond City Directory, 1924, Library of Virginia, Richmond.

¹⁶ Richmond City Directory, 1926 and 1927, Library of Virginia, Richmond.

¹⁷ Richmond City Directory, 1928, Library of Virginia, Richmond.

¹⁸ Richmond City Directory, 1937-38, Library of Virginia, Richmond.

¹⁹ Richmond City Directory, 1938-39, Library of Virginia, Richmond.

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1840 West Broad Street through 1944.²⁰ By 1946, Gathright's had moved to 119 West Broad Street, and a new business, Lauritzen Motors, Inc., occupied 1840 West Broad Street.²¹ After a twenty-year absence, 1840 West Broad Street was returned to use as an automobile dealership.

Lauritzen Motors, owned and operated by Paul R. Lauritzen (President and General Manager), operated a Nash sales and service dealership at 1840 West Broad Street from 1946 at least through 1955. Former General Motors executive Charles W. Nash founded Nash Motors, the company from whom Paul R. Lauritzen purchased his franchise in 1916, when he purchased the Thomas B. Jeffry Company, manufacturers of the Rambler automobile. Nash successfully marketed mid-priced cars to the middle-class market. One of the company's few technological advances – and one of its few departures from its otherwise conservative, middle-class market – was its introduction in 1938 of air conditioning, the first time it was offered on a non-luxury automobile. This was a direct result of Nash's 1937 merger with Kelvinator, at the time the leading producer in the United States of high-end refrigerators and kitchen appliances. In 1954, Nash merged with Hudson Motor Car and formed American Motors Company (AMC). The Nash continued as a line of AMC automobiles through 1957. By 1970 all models were produced under the AMC label. AMC briefly merged with Renault in the 1980s, and was acquired in 1987 by the Chrysler Corporation, now DaimlerChrysler.

²⁰ Richmond City Directory, 1944, Library of Virginia, Richmond. There was no Richmond City Directory for the year 1945.

²¹ Richmond City Directory, 1946, Library of Virginia, Richmond

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9. Bibliography

“Luther Howard Jenkins,” History of Virginia. 6 vols. Chicago: The American Historical Society, 1924. V: 122-23.

“Plans for Garage at Broad St. & Hermitage Road for Mr. L.H. Jenkins, Richmond Virginia, Albert F. Hunt and Bascom J. Rowlett, Richmond, Virginia.” November 1919. City of Richmond building permits, Permit # 7130, Archives, Library of Virginia, Richmond.

Richmond City Directory, (1920-21, 1922-23, 1924, 1925, 1926, 1927, 1928, 1930, 1934), Library of Virginia, Richmond.

Shields, Sarah Driggs, Richard Guy Wilson, and Robert P. Winthrop, Richmond's Monument Avenue. Chapel Hill: University of North Carolina Press, 2001.

Wells, John E. and Robert E. Dalton, The Virginia Architects, 1835-1955: A Biographical Dictionary. Richmond: New South Architectural Press, 1997.

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10. Geographical Information

Verbal Boundary Description

The southern boundary (the main entrance to the building) is formed by the sidewalk directly in front of the building along Broad Street. The eastern boundary is a shared wall with the next building on the block. The western boundary, like the southern boundary, is formed by the sidewalk that aligns Hermitage Road. The northern (rear) boundary is formed by an alley that runs immediately behind the building.

Boundary Justification

The boundaries of the Atlantic Motor Company building are those historically associated with the building. The property is defined by the City of Richmond as tax map reference number N0001000004.



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Photograph List:

All photographs are of: The Atlantic Motor Company (127-6163)
 1840 West Broad Street
 Richmond, VA

VDHR Negative Numbers: 22169, 22170 and 22171

Photographers: Susan Reed, photographer for 22169 and 22170 (1/14/05)
 Bryan Clark Green, photographer for 22171 (2/16/05)

All negatives are stored with the Virginia Department of Historic Resources

VIEW: Exterior, Pedestrian entrance
NEG. NO.: 22171
PHOTO: 1 of 12

VIEW: Exterior, Context view to NW along Broad Street
NEG. NO.: 22169
PHOTO: 2 of 12

VIEW: Exterior, View to NE, corner of Broad Street and Hermitage Road
NEG. NO.: 22171
PHOTO: 3 of 12

VIEW: Exterior, View of west elevation looking south along Hermitage Road
NEG. NO.: 22171
PHOTO: 4 of 12

VIEW: Exterior, Overall looking SE down alley and Hermitage Road
NEG. NO.: 22171
PHOTO: 5 of 12

VIEW: Exterior, Detail of cornice
NEG. NO.: 22169
PHOTO: 6 of 12

VIEW: Interior, Showroom looking east
NEG. NO.: 22170
PHOTO: 7 of 12

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VIEW: Interior, Showroom looking west
NEG. NO.: 22170
PHOTO: 8 of 12

VIEW: Interior, View looking east, 2nd floor
NEG. NO.: 22170
PHOTO: 9 of 12

VIEW: Interior, Executive office, 2nd floor
NEG. NO.: 22170
PHOTO: 10 of 12

VIEW: Interior, Office, 2nd floor
NEG. NO.: 22170
PHOTO: 11 of 12

VIEW: Interior, Executive office ceiling, 2nd floor
NEG. NO.: 22170
PHOTO: 12 of 12

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Historical Photographs:



1840 West Broad Street
Showroom looking northwest
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Collection of owner

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1840 West Broad Street
Broad Street elevation
Post-1946
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1840 West Broad Street
Broad Street elevation
Post-1946
Collection of owner

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1840 West Broad Street
Showroom looking northwest
Post-1946
Collection of owner

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1840 West Broad Street
Showroom looking east
Post-1946
Collection of owner

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1840 West Broad Street
Showroom looking west
Post-1946
Collection of owner

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1840 West Broad Street
Repair department looking southeast
Post-1946
Collection of owner